LEO BURNETT COMPANY, *Inc.*
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Printed in U.S.A.

For the smokers of America who prefer low tar and nicotine cigarettes.

Marlboro Lights

Marlboro Lights, for those smokers who prefer the lighter taste of a low tar and nicotine cigarette. Made with the same famous quality as full-flavored Marlboro Red, America's fastest-growing brand.

Marlboro Kings: 20 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report Aug. '71
Marlboro Lights: 14 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.

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